



FILED

06-15-07

11:29 AM

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking on the Commission's)
Own motion into the service quality standards for)
All telecommunications carriers and revisions to)
General Order 133-B)

R.02-12-004

REPLY COMMENTS OF

SUREWEST TELEPHONE (U 1015 C)

ON ASSIGNED COMMISSIONER'S RULING AND SCOPING MEMO

E. Garth Black
Mark P. Schreiber
Sean P. Beatty
Patrick M. Rosvall
COOPER, WHITE & COOPER LLP
201 California Street – 17th Floor
San Francisco, CA 94111
Telephone: (415) 433-1900
Telecopier: (415) 433-5530

Attorneys for SureWest Telephone

June 15, 2007

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

**REPLY COMMENTS OF
SUREWEST TELEPHONE (U 1015 C)
ON ASSIGNED COMMISSIONER'S RULING AND SCOPING MEMO**

SureWest Telephone (U 1015 C) ("SureWest") hereby files these reply comments on the Assigned Commissioner's Ruling and Scoping Memo dated March 30, 2007 ("Ruling") concerning service quality standards for all telecommunications carriers in California. In summary, and as explained in more detail below, SureWest is in accord with the opening comments of those parties advocating that the Commission adopt a market-driven approach to monitoring and regulating service quality for all carriers subject to the Commission's Uniform Regulatory Framework ("URF") established in D. 06-08-030 (the "URF Phase I Decision") as well as CLECs and the wireless carriers, who have operated in an environment of reduced regulation for a much longer period of time. Such an approach should lead to the elimination of existing reporting measures and standards for those carriers. Existing measures and standards are no longer cost justified, and as certain parties explain in persuasive detail, their continuation will distort the market and may actually damage consumer welfare. Similarly, no new service quality requirements should be adopted, as there is no evidence that the benefits of such rules would exceed the costs and they, too, would distort the market. Finally, the Commission should consider customer surveys as a replacement for all other mandatory service quality standards.

23
24
25
26
27
28

**I.
NO PARTY HAS CONTESTED EVIDENCE THAT
SUREWEST PROVIDES CONSISTENTLY GOOD SERVICE**

As SureWest explained in its opening comments in this proceeding, the Commission has previously found that SureWest provides high-quality service. No party attempted to rebut this evidence in opening comments, and it must be accepted as uncontested and correct. In view of this evidence and the findings of the Commission in the URF proceeding, the Commission should place a very heavy burden on any party advocating increased service quality regulation on SureWest and similarly situated carriers. For the same reasons, the Commission should not maintain existing

standards and reporting requirements.

II.
**THE OPENING COMMENTS OF MANY PARTIES DESCRIBE
HOW MARKET FORCES WILL FORCE CARRIERS TO MAINTAIN
AND IMPROVE THE QUALITY OF THE SERVICES THEY OFFER,
AND TO DEVELOP INNOVATIVE RESPONSES TO CUSTOMER NEEDS**

In their opening comments, several parties describe how the competitive market will work to provide customers with good quality service, and in particular the trade off between levels of service quality and price that will maximize customer welfare. See Opening Comments of Pacific Bell Telephone Company dba AT&T California (AT&T Opening Comments) pp. 3 – 5; Opening Comments of Verizon California (Verizon Opening Comments) pp. 4 – 10; Comments of Joint Commenting Parties (principally CLECs, Opening JCP Comments), pp. 2 – 3. The opening comments of the wireless carriers (Verizon Wireless and CTIA) demonstrate that the intense competition in the wireless market disciplines carriers with respect to service quality and pricing trade-offs. Taken as a whole, this evidence is persuasive and logical, and consistent with the observation that competitive forces discipline providers of goods and services in other markets with respect to service and product quality and pricing trade-offs. In view of this evidence, a heavy burden of proof should be on any party claiming that competition will not work in the same manner in the currently competitive telecommunications market.

In addition to straight forward economic justification for the proposition that the competitive market will force carriers to offer services that offer appealing combinations of quality and price, the proposition is historically proven and the business news and advertising provides frequent additional evidence on an ongoing basis. For example, the May 28 edition of *Business Week* contains an article entitled "A Cable Company People Don't Hate" that discusses how Cox has focused on service quality to differentiate itself in terms of customer perception. Among other things, the article states that Cox "...uses one customer-care provider, with U.S. based centers. Rather than pushing agents to hurry customers off the phone and causing multiple call-backs, Cox strives to handle issues in a single call and grades reps on how well they eliminate problems....Cox has even started a "geek

1 squad" to help customers with tech issues, whether they involve its gear or not." (A copy of the
2 article is attached). The article notes that Cox has achieved singular success with customers using
3 these techniques. It is also worth noting that Cox's competitive efforts in the area of service quality
4 and customer satisfaction would not be evident from G.O. 133-B type measurements and reporting,
5 underscoring the drawbacks of this outdated method of service quality regulation. Finally, it seems
6 apparent that Cox's success with these techniques would likely show up in customer satisfaction
7 surveys, which were discussed in the opening comments of many of the parties, and which are
8 discussed below. Another article making a similar point with respect to the emphasis that other cable
9 service providers are placing on improving service quality appeared in the June 8, 2007 *Washington*
10 *Post*, and a copy of that article is also attached.

11 Another innovative service described recently in the business press is a free search service
12 that employs voice recognition technology offered by Microsoft, Google and Jingle Networks and
13 that competes with conventional 411 information service. This service is described in the attached
14 article from the Wall Street Journal dated May 31, 2007. The Google service is reached by dialing 1-
15 800-GOOG-411. The customer speaks the desired city, state and the business category such as
16 "restaurants." The service provides a verbal search response along with a connection to the listing
17 selected and the option to receive a text message with the business information. Many providers are
18 offering these types of services for free. Some similar services require that the customer listed to an
19 advertisement before being connected to the 411 service, as SureWest described in its Opening
20 Comments. The proliferation of these innovative services demonstrates that the market is changing
21 to provide customers with new choices, and doing so fast. Such new services make the G.O. 133-B
22 standards for information operator answer time simply irrelevant.

23 The service quality efforts and innovative new services described above are not the product of
24 government rules. They are the product of competitive pressures. The Commission should stop
25 regulating service quality for URF carriers, CLECs and wireless carriers in its existing, outdated
26 manner in view of such service quality efforts and innovative service offerings. The Commission
27 should rely instead on the market to produce desired outcomes.

III.
CUSTOMER SURVEYS HAVE WIDESPREAD, IF QUALIFIED,
SUPPORT IN THE PARTIES' OPENING COMMENTS

As SureWest stated in its Opening Comments, a professionally-designed survey concerning service quality, conducted by an experienced, independent third party may be useful to the Commission in monitoring the service quality provided by telecommunications carriers. Other parties advocated customer surveys, some with important qualifications on the recommendation. See e.g. AT&T Opening Comments, pp. 8 – 9; Comments of Citizens Telecommunications Company of California dba Frontier, p. 3; Opening Comments of DRA, p. 6; Opening Comments of TURN, pp. 16 – 17.

As is noted above, several carriers presented evidence concerning the drawbacks of Commission sponsored surveys. Verizon's Opening Comments described how carriers may be encouraged to design and provision services to score well on any Commission sponsored survey rather than to satisfy customers needs as it perceives them. Verizon Opening Comments, p. 15 and Fernandez Declaration, p. 6, ¶ 19.

Many parties also documented the existing availability of independent customer satisfaction surveys concerning service quality. See e. g. AT&T Opening Comments, pp. 7 – 8; Verizon Wireless Opening Comments, pp. 3 – 5; CTIA Opening Comments, pp. 3 – 5. The point being made is that in light of the drawbacks of surveys and the existence of survey information already freely available in the market, the Commission should carefully consider whether it is in the interest of customers and competition to proceed with such surveys. SureWest finds the evidence concerning the drawbacks of surveys and the obvious cost savings of relying upon existing survey information on the whole to be persuasive. In light of this evidence SureWest believes that the Commission should judiciously weigh the costs of additional survey with the anticipated benefits. However, in the final analysis, SureWest believes that it would be reasonable for the Commission to implement a survey program, but that it should limit its own survey so that it does not duplicate existing survey information or waste precious resources. If such survey information fails to identify serious service problems that are not being dealt with in the competitive market, such survey programs simply should be

1 discontinued.

2 Finally, the adoption of such a survey regime would allow the market to work and make
3 additional service regulation unnecessary. Such surveys, combined with the Commission's regular
4 complaint processes, should be sufficient to identify any major service quality problems. If a major
5 service quality problem is identified, the Commission could use its investigative and/or enforcement
6 powers to respond as may be appropriate. In summary, the Commission should discontinue its
7 existing G.O. 133-B measurement and reporting rules for URF carriers, CLECs and wireless carriers,
8 and also adopt a simplified survey regime in its place.

9
10 **IV.**
11 **THE ADDITIONAL STANDARDS AND REPORTING PROPOSED BY**
12 **TURN AND DRA ARE NOT SUPPORTED BY THE RECORD AND UNJUSTIFIED**

13 DRA and TURN propose additional G.O. 133-B measurement and reporting requirements,
14 including positive reporting as opposed to the present exception reporting, and DRA proposes a
15 major change in four categories of operator service answer time measurement and reporting. These
16 proposals are not justified by the record in this proceeding and in light of the impact of rapidly
17 increasing competition in the telecommunications market.

18 DRA proposes that four measures of operator service answering time contained in existing
19 G.O. 133-B be combined into one standard. (DRA Opening Comments, p. 8). As is noted
20 throughout the opening comments of many parties by SureWest, and in these reply comments,
21 SureWest believes that these standards should be eliminated rather than modified. Even if the
22 existing approach is retained, DRA's approach is flawed. Contrary to DRA's assertion at p. 8 of its
23 Opening Comments, the existing four types of operator service standards are not identical.
24 Therefore, some of them would need to be modified before they could be combined, and DRA does
25 not state how this should be done, and there is no record concerning how it should be accomplished.

26 In addition to combining all four existing measures into one omnibus measure for operator
27 service and changing the reporting to quarterly rather than monthly, DRA also proposes a rule that a
28 carrier failing to meet the prescribed standard for one quarter be deemed to fail for the entire year.
Such a rule would distort results of the measurements and create a misleading impression concerning

1 the carrier's operator service quality. One disaster event such as a flood, bad storm or event with
2 similar impact could cause a carrier that provides consistently good service to fail in one quarter as to
3 one of the existing measures operator service measurements, and be deemed to fail for the entire year
4 as to all four combined measures. Offering this as being indicative of the carrier's overall operator
5 service performance would be illogical and unfair, and should not be adopted.

6 Finally, it should be noted that DRA and TURN propose the elimination of some G.O. 133-B
7 measures. The Commission should interpret this proposal as an indication that the overall approach
8 of G.O. 133-B is outdated, as the individual standards become obsolete and fall by the wayside. In
9 view of the state of competition in the market, and with certain classes of carriers exempt from the
10 rules altogether, it is time to eliminate all of them, not just a few.

11
12 **V.**
13 **ARMIS REPORTING SHOULD NOT BE EXTENDED TO CARRIERS**
14 **NOT PRESENTLY SUBMITTING ARMIS SERVICE QUALITY REPORTS**

15 As the Ruling correctly observes, like the CLECs and wireless carriers, SureWest does not
16 report ARMIS service quality data to the FCC. Requiring SureWest and other carriers that do not
17 presently report to make such reports to the Commission would impose a very large additional
18 expense on SureWest and other non-reporting carriers, and yield no corresponding benefit to
19 customers. Therefore, the Commission should only require the reporting of ARMIS service quality
20 data by those entities that are already required to supply this information to the FCC. As discussed
21 above, imposing new requirements of this sort on SureWest or a small group of carriers would further
22 regulatory disparities between them and the unregulated providers against which they compete.
23 Unless and until the FCC imposes this requirement on an additional group of carriers, this
24 Commission should not impose a separate requirement regarding ARMIS service quality data. The
25 customer survey data discussed above and the Commission's complaint procedures will provide
26 adequate information for the Commission to monitor carriers' service quality.
27
28

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

VI.
MAJOR SERVICE INTERRUPTIONS

SureWest currently reports major service interruptions to the Commission. Service interruptions are extremely rare on SureWest's network, and it has no objection to continuing this process. However, SureWest recommends that the Commission replace its existing outage reporting requirements with the FCC's reporting scheme, as outlined in 47 C.F.R. Section 63.100. The Commission's current outage requirements stem from an obscure 1977 informal staff notice that has never been officially endorsed by the full Commission as applicable to all carriers. The details required by this notice are far from clear. Although SureWest will continue complying with the requirements of the notice to the best of SureWest's understanding, the Commission would be better served to endorse the FCC's outage reporting mechanisms, which are much clearer and were developed through an extensive rulemaking process at the federal level.

VII.
CONCLUSION

SureWest is committed to providing high-quality service to its customers, as it must to remain competitive in today's telecommunications market in order to succeed. SureWest regularly monitors its network to ensure reliability, and continues to seek ways to provide faster and better service. SureWest faces tough competition throughout its service area and across all of the services it provides, and in light of this competition, SureWest must remain vigilant in its service quality efforts. Given the nature of the competitive market in which SureWest operates and the findings of the URF Phase I Decision, no government standards are required to insure good service quality. No such measurements can withstand a cost-benefit analysis. Rather than impose onerous and expensive carrier-specific requirements, the Commission should consider a requirement of customer-focused surveys to gauge the state of service quality in California's telecommunications market. Between this

///
///
///

1 survey data and the Commission's complaint processes, the Commission will have sufficient
2 information to detect and respond to any major problems in service quality for all carriers.
3

4 Executed at San Francisco, California this 15th day of June, 2007.
5

6 Respectfully submitted,
7

8 E. Garth Black
9 Mark P. Schreiber
10 Sean P. Beatty
11 Patrick M. Rosvall
12 COOPER, WHITE & COOPER LLP
13 201 California Street, 17th Floor
14 San Francisco, CA 94111
15 (415) 433-1900
16 FAX: (415) 433-5530

17 By: 

18 E. Garth Black
19 email: gblack@cwclaw.com
20

21 Attorneys for SureWest Telephone
22
23
24
25
26
27
28

561894.1

ATTACHMENT 1

A Cable Company People Don't Hate

How Cox is keeping customers happy and stealing business from the phone giants

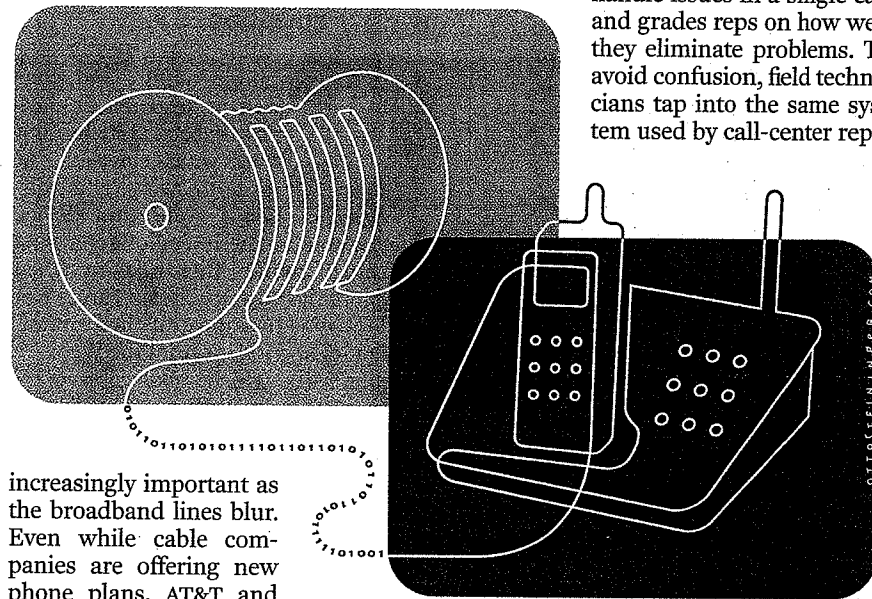
BY ROGER O. CROCKETT

THERE'S A TON OF MONEY to be made in phone service—about \$60 billion of yearly revenue just on voice plans for U.S. consumers. And don't cable companies know it. For years they have been laying miles of new fiber-optic cable and doing everything they can to steal chunks of that business from the phone giants. So far they've managed to pull away about \$4.6 billion in phone revenues, according to Sanford C. Bernstein & Co.

In the scramble for every customer, one cable outfit seems to have hit upon a formula that works: beating the phone companies at customer service. In recent surveys conducted by J.D. Power & Associates Inc., owned by *BusinessWeek* parent The McGraw-Hill Companies, Atlanta-based Cox Communications out-scores traditional phone providers such as AT&T, Verizon Communications, and Sprint Nextel. On a variety of metrics, from network performance and reliability to billing and cost, customers in several regions describe Cox as their preferred provider.

Having a cable company lead the charge on phone service is doubly surprising given the poor reputation that many have among their own customers. According to Power, cable outfits rank 18th out of 19 industries for service. "Cox customers don't actually hate them, and that is saying something for a cable company," says Craig E. Moffett, a senior cable analyst at Bernstein.

But developing cross-over appeal will become



increasingly important as the broadband lines blur. Even while cable companies are offering new phone plans, AT&T and Verizon are launching TV and other advanced video services. In the latest twist, Cox, Comcast, Time Warner, and Advanced Newhouse Communications are beginning to sell a wireless phone service, Pivot, in select markets. Without it, they would be at a huge disadvantage to telcos such as AT&T, which plan to pitch wireless along with basic phone service, Internet, and TV, known as a quadruple play.

For many cable companies, phone is the fastest-growing portion of their business. Bernstein's Moffett estimates that Cox is generating about \$1 billion a year from its 2.1 million phone customers, with profit margins of 50% to 60%. Nearly 20% of the homes in neighborhoods where it offers phone service have signed up, accord-

ing to researcher IDC. By comparison, a tad less than 7% of customers in cable giant Comcast Corp.'s neighborhoods take its phone service, which it started pushing two years ago. (Cablevision Systems Corp. has the industry's best phone-penetration rate, 29%.) Phone companies capture 5% or less of their potential TV customers.

WIRELESS CHALLENGE

WHAT IS COX'S advantage? It uses one customer-care provider, with U.S.-based centers. Rather than pushing agents to hurry customers off the phone and causing multiple call-backs, Cox strives to handle issues in a single call and grades reps on how well they eliminate problems. To avoid confusion, field technicians tap into the same system used by call-center reps.

Cox has even started a "geek squad" to help customers with tech issues, whether they involve its gear or not.

Performing at the same high level in wireless could be challenging. Cox hasn't built its own network, as it did when it entered the wired-phone business some 10 years ago. It will use Sprint Nextel Corp.'s cellular network, which has been besieged with problems after Sprint's troubled integration with Nextel. Cox President Patrick J. Esser contends that Sprint's network is improving thanks to \$8 billion of expected upgrades this year. And he insists Cox will keep control of billing and service.

Cell-phone service, however, is one area where consumers seem less eager to switch. Surveys show that people are content with stalwarts such as Verizon Wireless and aren't in a hurry to fold in their cellular bill with everything else. It will be up to Esser and his team to convince them that this, too, is a job for the cable guy. ■

THE STAT

**\$1
BILLION**

Cox's yearly phone revenues

Data: Sanford C. Bernstein & Co.

ATTACHMENT 2

Cable tries to shed bad-service reputation

By Yinka Adegoke

Reuters

Friday, June 8, 2007; 9:57 AM

NEW YORK (Reuters) - Even though U.S. cable companies have had success in winning customers with all-in-one packages of video, Internet and phone services, they still struggle with a reputation for poor customer service.

Top cable operators such as Comcast Corp. <CMCSA.O> and Time Warner Cable Inc. <TWC.N> are expanding their customer service operations to make common complaints -- like waiting all day for the cable guy -- a thing of the past. But analysts say it won't be easy.

Cable's service shortcomings are one of the reasons satellite television providers are adding more new customers than cable, even with cable's success in offering competitively priced combined TV, Internet and phone packages.

"Satellite leads because they place so much emphasis on customer care," said Tuna Amobi, an analyst at Standard & Poor's. Cable operators have done a much better job in recent years, but they still have a ways to go, he added.

Comcast, the No. 1 U.S. cable operator, said it plans to hire nearly 6,000 new customer service staff and field technicians this year, after hiring around 6,500 in 2006.

The expansion is a drive to keep up with rapid growth. Comcast sold more than 5 million new services to customers last year and expects to sell 6.5 million in 2007.

Time Warner Cable, the second-largest U.S. cable operator, said it is also expanding its customer service, in line with a similar rate of growth in products being sold to customers.

Annual surveys by J.D. Power and Associates show satellite TV service providers DirecTV Group Inc. <DTV.N> and EchoStar Communications Corp. <DISH.O> have a significant lead over cable providers in overall customer satisfaction.

Improving customer service has become increasingly important for cable operators as phone rivals Verizon Communications Inc. <VZ.N> and AT&T Inc. <T.N> have become more aggressive in trying to win over TV customers.

AT&T's new chief executive, Randall Stephenson, said he hopes to improve service over time. "Right now the installation time line is very similar to the cable experience," he told Reuters in a recent interview. "All of our technicians are brand new hires, so they're going up the learning curve."

Publicly, cable companies say customer service has moved higher on their agenda. For example, Comcast and Time Warner Cable say they have cut things like all-day appointment windows to an average of between two and four hours.

But privately, cable operators say customer service is a difficult thing to get right because half the challenge is with perception. They say that while 99 percent of customers get serviced without any problems, it is the ones who have a bad experience who call the media or write to their congressmen.

One of the most viewed video clips on YouTube last summer was of a Comcast technician caught sleeping on a customer's couch as he waited more than an hour for his office to verify the installation.

Cable operators are emphasizing new services to help improve their image.

Comcast has introduced a service called "Dynamic Dispatch," which uses mobile devices and GPS systems to enable up-to-the-minute communications between customer centers and technicians.

"Do we want to strive to get better? Absolutely. Are we doing a lot to get better? Absolutely," said Comcast Senior Vice President of Customer Care Suzanne Keenan.

As for Time Warner Cable, it offers a Call-To-Meet service in most of its regions: A customer receives a call when a technician is en route, reducing the time customers waste waiting at home.

"I would say that over time we have continued to put increasing emphasis on customer care," said Tom Kinney, senior vice president corporate customer care at Time Warner Cable.

(Additional reporting by Ritsuko Ando)

© 2007 Reuters

ATTACHMENT 3



May 31, 2007

Mobile Search Is Dialing Up Voice Recognition

By SAMAR SRIVASTAVA

May 31, 2007; Page B1

Until recently, when Eli Portnoy wanted to find the nearest restaurant he would use his cellphone to call a search service offered by his carrier, Verizon Wireless. A live operator would answer and, for about \$1.50 per inquiry, give the 26-year-old entrepreneur a list of choices based on his location.

Today Mr. Portnoy still makes wireless calls to get such information. But he has switched to **Google Inc.**'s free directory service that employs voice-recognition technology to power searches for local-business listings. To use it, he'll call the service and say "restaurant" and his location. Within a few seconds, an automated voice will list the top 8 choices and also give Mr. Portnoy the option of receiving a text message or being connected to one of the restaurants. The restaurants do not pay to be included, and they are ranked using the same algorithm Google uses for Web searches.

Digital Dialing		
Major free search services that use voice-recognition technology		
Access number	Service provider/launched	Search options
1-800-555-TELL	Microsoft Tellme/ April '07	Businesses, stock quotes, news, sports, entertainment, travel
1-800-GOOG-411	Google/Began testing in April '07	Only local business
1-800-FREE-411	Jingle Networks/ September '05	Business and residential listings

Sources: the companies

Voice-recognition technology is emerging as the latest tool in the competition among technology companies to carve out a share of the fledgling mobile-search business. In April, **Microsoft Corp.** acquired Tellme Networks Inc., a leading provider of voice services. Start-up Jingle Networks Inc., one of the first to offer a free directory-assistance service, has been doing so since 2005.

Other types of cellphone search services exist, but most of them require consumers to use their handsets to type in inquiries or navigate through

menus. The procedures have proved to be daunting for many users.

The appeal of voice recognition is that users need only make a phone call and talk like they're used to doing with directory assistance. Some directory-assistance services have employed limited forms of voice recognition, but the new search services are fully automated, offer a wider range of advanced functions and are free. Typically, the services can understand words and some phrases but not whole sentences. Most of the new services allow callers to ask for the numbers of specific businesses as well as general categories. The lists of businesses aren't vetted in terms of quality.

"The billions of calls made every year to directory-assistance services are a healthy precedent for voice-based search services," says Dan Miller, a senior analyst at Opus Research, a San Francisco-based consultancy that tracks the interactive-services sector.

What's also new about such services is how they plan to make money. Some are still charging fees for

each call, like most other directory services. But others, especially new entrants, are giving out information for free and trying to make money off advertising.

The interest in voice recognition is part of a broader gold rush taking place by major Internet companies for new advertising technologies. Recent deals include Microsoft's \$6 billion plan to acquire online-ad specialist **aQuantive Inc.**; Google's planned purchase of DoubleClick Inc. for \$3.1 billion and **Yahoo Inc.**'s purchase of the remaining 80% stake in Right Media Inc. for \$680 million.

The flurry of activity is spilling over into the voice-recognition business. Earlier this month, **Nuance Communications Inc.**, which sells speech-recognition software, acquired VoiceSignal Technologies Inc., a provider of mobile-voice technology. Yahoo has said that it also is planning to use speech recognition in mobile-search services.

Free mobile search, however, is more bad news for the paid directory-service business. Opus Research predicts this business will drop from \$3.5 billion in annual revenue in 2006 to \$1.8 billion by 2010, mostly because searching for most phone numbers is free on the Internet. People also will likely begin calling free directory services from their landline as well as their cellphones. The advertiser-supported free model is expected to increase to a \$3 billion business in 2010 from \$203 million in 2006, according to Opus.

"There is no question that these services have got to be free. Anyone who thinks otherwise is fooling themselves," says Emerick Woods, the CEO of V-Enable Inc., a San Diego-based provider of search and directory-assistance solutions.

"All operators are exploring the possibility of setting up free services," says Jeff Kunins, vice president marketing at Tellme Networks.

For now, the free search services are experimenting with simple ad techniques. Jingle Networks runs a general ad before users state their request. After the request is made, the Jingle service plays an ad that's more related to the query. Only then is the information dispensed.

Microsoft's Tellme service runs ads after some of the searches are performed. Google's automated-search service is still in testing mode and for now is free of advertising. The company declined to comment on whether they would run ads in future. "We think about monetizing our products later [after the testing is complete], if it makes sense to the user," says Bill Byrne, senior voice-interface engineer at Google.

Technology companies are moving toward ad-supported business models partly because voice recognition has reduced the cost of providing directory services. It costs 25 cents to 27 cents for a live operator to answer a call, but only 8 cents to 10 cents when the answering process is automated, according to Opus Research's Mr. Miller.

For now, most searches can be performed by ZIP code, area or intersection. But even executives who work for the new search services acknowledge they're not always accurate because their databases aren't complete. For example, sometimes a service won't name the closest business.

Voice-recognition technology has been around for years. But recently it has improved to the point that some systems have a 95% or better success rate in correctly recognizing words spoken, according to Paul Ricci, chairman and chief executive of **Nuance Communications Inc.**, a Burlington, Mass.-based provider of voice-recognition solutions and services.

Brian Lent, CEO of Medio, a provider of mobile search solutions, says his company has been able to make their services indifferent to background noise -- and that's helped cut down on misunderstood inquiries.

URL for this article:
<http://online.wsj.com/article/SB118057086404219334.html>

Copyright 2007 Dow Jones & Company, Inc. All Rights Reserved

1 CERTIFICATE OF SERVICE BY MAIL

2 I, Martin Spence, declare:

3 I am a resident of the State of California, over the age of eighteen years, and not a party to the
4 within action. My business address is COOPER, WHITE & COOPER LLP, 201 California Street,
5 17th Floor, San Francisco, CA 94111.

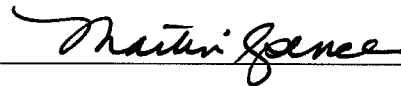
6 On June 15th, 2007, I served the following:

7
8 **REPLY COMMENTS OF**
9
10 **SUREWEST TELEPHONE (U 1015 C)**
11 **ON ASSIGNED COMMISSIONER'S RULING AND SCOPING MEMO**

12
13 by email to those who provided email addresses, and by placing a true and correct copy thereof with
14 the firm's mailing room personnel for mailing in accordance with the firm's ordinary practices to the
15 parties on the CPUC's service list in this proceeding.

16 I declare under penalty of perjury that the foregoing is true and correct.

17 Executed on June 15th, 2007 at San Francisco, California.

18
19 

20 Martin Spence

SERVICE LIST

CPUC Service List as of 05/17/07 Proceeding No. R. 02-12-004

CHARLES HARAK
NATIONAL CONSUMER LAW CENTER
77 SUMMER STREET, 10TH FLOOR
BOSTON, MA 2110

LAURA L. HOLLOWAY
NEXTEL COMMUNICATIONS, INC.
2001 EDMUND HALLEY DRIVE
RESTON, VA 20091

MARK ASHBY
CINGULAR WIRELESS
5565 GLENRIDGE CONNECTOR, STE 1700
ATLANTA, GA 30342

JOHN SISEMORE, DIRECTOR
AT&T SERVICES
175 E. HOUSTON STREET, ROOM 10-M-10
SAN ANTONIO, TX 78205

ALAN L. PEPPER
MITCHELL SILBERBERG & KNUPP LLP
TRIDENT CENTER
11377 W OLYMPIC BLVD., SUITE 200
LOS ANGELES, CA 90064-1683

W. LEE BIDDLE
FERRIS AND BRITTON, APC
401 W. A ST., SUITE 1600
SAN DIEGO, CA 92101

M. ESTELA LARA
CENTRO LA FAMILIA ADVOCACY
SERVICES, INC
2014 TULARE STREET, SUITE 711
FRESNO, CA 93721

CHRISTINE MAILLOUX, ATTORNEY AT LAW
THE UTILITY REFORM NETWORK
711 VAN NESS AVENUE, SUITE 350
SAN FRANCISCO, CA 94102

BARBARA R. ALEXANDER
CONSUMER AFFAIRS CONSULTANT
83 WEDGEWOOD DRIVE
WINTHROP, ME 4364

TERRANCE SPANN
US ARMY LEGAL SERVICES AGENCY
DEPARTMENT OF THE ARMY (JALS-RL)
901 N. STUART STREET, SUITE 700
ARLINGTON, VA 22203-1837

JEFFREY M. PFAFF
SPRINT PCS
KSOPHN0212-2A509
6450 SPRINT PARKWAY
OVERLAND PARK, KS 66251-6100

KATHERINE K. MUDGE, SENIOR COUNSEL
COVAD COMMUNICATIONS COMPANY
7000 NORTH MOPAC EXPRESSWAY, 2D FL
AUSTIN, TX 78731

MICHAEL MANCHESTER
1749 10TH STREET, NO. 1
SANTA MONICA, CA 90404

MICHAEL SHAMES, ATTORNEY AT LAW
UTILITY CONSUMERS' ACTION NETWORK
3100 FIFTH AVENUE, SUITE B
SAN DIEGO, CA 92103

MARC D. JOSEPH, ATTORNEY AT LAW
ADAMS BROADWELL JOSEPH & CARDOZO
601 GATEWAY BLVD. STE 1000
SOUTH SAN FRANCISCO, CA 94080

ELAINE M. DUNCAN, ATTORNEY AT LAW
VERIZON CALIFORNIA INC.
711 VAN NESS AVENUE, SUITE 300
SAN FRANCISCO, CA 94102

WILLIAM K. MOSCA
COMCAST BUSINESS COMMUNICATIONS,
INC.
10 INDEPENDENCE WAY
WARREN, NJ 7059

CORALETTE HANNON, ESQUIRE
AARP LEGISLATIVE REPRESENTATIVE
6705 REEDY CREEK ROAD
CHARLOTTE, NC 28215

ANN JOHNSON
VERIZON
HQE02F61
600 HIDDEN RIDGE
IRVING, TX 75038

REX KNOWLES, REGIONAL VICE PRESIDENT
XO COMMUNICATIONS SERVICES, INC.
111 EAST BROADWAY, SUITE 1000
SALT LAKE CITY, UT 84111

ALEJANDRO JIMENEZ
AT&T MOBILITY
12900 PARK PLAZA DRIVE
TUSTIN, CA 90703

LAURIE ITKIN
CRICKET COMMUNICATIONS, INC.
10307 PACIFIC CENTER COURT
SAN DIEGO, CA 92121

BOB FINKELSTEIN, ATTORNEY AT LAW
THE UTILITY REFORM NETWORK
711 VAN NESS AVENUE, SUITE 350
SAN FRANCISCO, CA 94102

REGINA COSTA
THE UTILITY REFORM NETWORK
711 VAN NESS AVENUE, SUITE 350
SAN FRANCISCO, CA 94102

RUDY REYES
VERIZON
711 VAN NESS AVENUE, SUITE 300
SAN FRANCISCO, CA 94102

JASON J. ZELLER
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
ROOM 5030
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

KATHERINE S. RITCHEY
ATTORNEY AT LAW
JONES DAY
555 CALIFORNIA STREET, 26TH FLOOR
SAN FRANCISCO, CA 94104

AGNES NG
AT&T COMMUNICATIONS OF CALIFORNIA,
INC.
525 MARKET ST 20TH FLOOR 4
SAN FRANCISCO, CA 94105

GREGORY L. CASTLE, SENIOR COUNSEL
AT&T CALIFORNIA
525 MARKET STREET, RM. 2022
SAN FRANCISCO, CA 94105

STEPHEN H. KUKTA, COUNSEL
SPRINT NEXTEL
201 MISSION STREET, SUITE 1400
SAN FRANCISCO, CA 94105

GLENN STOVER, ATTORNEY AT LAW
STOVER LAW
221 MAIN STREET, SUITE 800
SAN FRANCISCO, CA 94105-1906

DOUGLAS H. BOSCO
HOLLAND & KNIGHT, LLC
50 CALIFORNIA STREET, SUITE 2800
SAN FRANCISCO, CA 94111

WILLIAM NUSBAUM, ATTORNEY AT LAW
THE UTILITY REFORM NETWORK
711 VAN NESS AVENUE, SUITE 350
SAN FRANCISCO, CA 94102

MONICA L. MCCRARY
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
ROOM 5134
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

RANDOLPH W. DEUTSCH
ATTORNEY AT LAW
SIDLEY, AUSTIN, BROWN & WOOD, LLP
SUITE 2000
555 CALIFORNIA STREET
SAN FRANCISCO, CA 94104

ANDREA JOHNSON
AT&T CALIFORNIA
525 MARKET STREET, SUITE 1944
SAN FRANCISCO, CA 94105

JEAN PARKER
WORKING ASSETS
101 MARKET STREET, SUITE 700
SAN FRANCISCO, CA 94105

THOMAS J. SELHORST
AT&T CALIFORNIA
525 MARKET STREET, RM. 2023
SAN FRANCISCO, CA 94105

PETER A. CASCIATO, ATTORNEY AT LAW
PETER A. CASCIATO P.C.
355 BRYANT STREET, SUITE 410
SAN FRANCISCO, CA 94107

JAMES M. TOBIN, ESQUIRE
TWO EMBARCADERO CENTER, SUITE 1800
SAN FRANCISCO, CA 94111

CHARLYN A. HOOK
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
ROOM 4107
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

SINDY J. YUN
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
ROOM 4300
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

STEPHEN B. BOWEN, ATTORNEY AT LAW
BOWEN LAW GROUP
235 MONTGOMERY STREET, SUITE 920
SAN FRANCISCO, CA 94104

DAVID P. DISCHER, GENERAL ATTORNEY
AT&T CALIFORNIA
525 MARKET STREET, ROOM 2027
SAN FRANCISCO, CA 94105

MARY E. WAND, ATTORNEY AT LAW
MORRISON & FOERSTER LLP
425 MARKET STREET
SAN FRANCISCO, CA 94105

JAMES W. MCTARNAGHAN
ATTORNEY AT LAW
DUANE MORRIS LLP
ONE MARKET, SPEAR TOWER 2000
SAN FRANCISCO, CA 94105-1104

CARL K. OSHIRO, ATTORNEY AT LAW
CSBRT/CSBA
100 PINE STREET, SUITE 3110
SAN FRANCISCO, CA 94111

JOHN CLARK, ATTORNEY AT LAW
GOODIN MACBRIDE SQUERI DAY &
LAMPREY LLP
505 SANSOME STREET, 9TH FLOOR
SAN FRANCISCO, CA 94111

JOSEPH F. WIEDMAN, ATTORNEY AT LAW GOODIN MACBRIDE SQUERI DAY & LAMPREY LLP 505 SANSOME STREET, SUITE 900 SAN FRANCISCO, CA 94111	LUIS ARTEAGA LATINO ISSUES FORUM 160 PINE STREET, SUITE 700 SAN FRANCISCO, CA 94111	SARAH DEYOUNG, EXECUTIVE DIRECTOR CALTEL 50 CALIFORNIA STREET, SUITE 1500 SAN FRANCISCO, CA 94111
SARAH E. LEEPER, ATTORNEY AT LAW STEEFEL, LEVITT & WEISS ONE EMBARCADERO CENTER, 30TH FLOOR SAN FRANCISCO, CA 94111	SUZANNE TOLLER, ATTORNEY AT LAW DAVIS WRIGHT TREMAINE 505 MONTGOMERY STREET, SUITE 800 SAN FRANCISCO, CA 94111-6533	EARL NICHOLAS SELBY ATTORNEY AT LAW LAW OFFICES OF EARL NICHOLAS SELBY 418 FLORENCE STREET PALO ALTO, CA 94301
JOHN GUTIERREZ, DIRECTOR, GOVERNMENT AFFAIRS COMCAST PHONE OF CALIFORNIA, LLC 12647 ALCOSTA BLVD., SUITE 200 SAN RAMON, CA 94583	ANITA C. TAFF-RICE, ATTORNEY AT LAW 1547 PALOS VERDES MALL, SUITE 298 WALNUT CREEK, CA 94597	DOUG GARRETT COX CALIFORNIA TELCOM LLC 2200 POWELL STREET, SUITE 1035 EMERYVILLE, CA 94608
JOSE JIMENEZ COX CALIFORNIA TELCOM, L.L.C. 2200 POWELL STREET, SUITE 1035 EMERYVILLE, CA 94608	MARILYN ASH U.S. TELEPACIFIC CORP. 6101 CHRISTIE AVE. EMERYVILLE, CA 94608	GLENN SEMOW CALIFORNIA CABLE & TELECOMM. ASSOC. 360 22ND STREET, STE. 750 OAKLAND, CA 94612
LEON M. BLOOMFIELD, ATTORNEY AT LAW WILSON & BLOOMFIELD, LLP 1901 HARRISON STREET, SUITE 1620 OAKLAND, CA 94612	LESLA LEHTONEN, VP LEGAL AND REGULATORY AFFAIRS CALIFORNIA CABLE & TELECOM ASSOCIATION 360 22ND STREET, SUITE 750 OAKLAND, CA 94612	ETHAN SPRAGUE PAC-WEST TELECOMM, INC. 1776 W. MARCH LANE, SUITE 250 STOCKTON, CA 95207
GAYATRI SCHILBERG JBS ENERGY 311 D STREET, SUITE A WEST SACRAMENTO, CA 95605	LUPE DE LA CRUZ AARP CALIFORNIA 1415 L ST STE 960 SACRAMENTO, CA 95814-3977	CINDY MANHEIM CINGULAR WIRELESS PO BOX 97061 REDMOND, WA 98073-9761
ROBERT SPANGLER SNAVELY ING & MAJOROS O'CONNOR & LEE INC 1220 L STREET N.W. SUITE 410 WASHINGTON, DC 20005	WILLIAM D. WALLACE ESQ. VERIZON WIRELESS 1300 I STREET, N.W., SUITE 400 WEST WASHINGTON, DC 20005	MAUREEN K. FLOOD TELECOM POLICY ANALYST HARRIS, WILTSHIRE & GRANNIS LLP 1200 EIGHTEENTH STREET, NW WASHINGTON, DC 20036
MICHAEL R. ROMANO, DIRECTOR-STATE REGULATORY AFFAIRS LEVEL 3 COMMUNICATIONS, LLC 2300 CORPORATE PARK DR STE. 600 HERNDON, VA 20171-4845	ROBERT N. KITTEL U.S. ARMY LITIGATION CENTER 901 N. STUART STREET, SUITE 700 ARLINGTON, VA 22203-1837	KEVIN SAVILLE ASSOCIATE GENERAL COUNSEL FRONTIER COMMUNICATIONS 2378 WILSHIRE BLVD. MOUND, MN 55364
MARJORIE O. HERLTH QWEST COMMUNICATIONS CORPORATION 1801 CALIFORNIA ST., SUITE 4700 DENVER, CO 80202	ALOA STEVENS, DIRECTOR, GOVERNMENT&EXTERNAL AFFAIRS FRONTIER COMMUNICATIONS PO BOX 708970 SANDY, UT 84070-8970	CHRISTINA V. TUSAN, ATTORNEY AT LAW CALIFORNIA DEPARTMENT OF JUSTICE 300 SOUTH SPRING ST., 11TH FLOOR LOS ANGELES, CA 90012

PAMELA PRESSLEY
LITIGATION PROGRAM DIRECTOR
FOUNDATION FOR TAXPAYER&CONSUMER
RIGHTS
1750 OCEAN PARK BLVD., SUITE 200
SANTA MONICA, CA 90405

MICHAEL BAGLEY
VERIZON WIRELESS
15505 SAND CANYON AVENUE
IRVINE, CA 92612

JAN HEWITT
AT&T CALIFORNIA
REGULATORY DEPT.
525 MARKET ST., ROOM 1803
SAN FRANCISCO, CA 94105

MARGARET L. TOBIAS
TOBIAS LAW OFFICE
460 PENNSYLVANIA AVENUE
SAN FRANCISCO, CA 94107

KATIE NELSON
DAVIS WRIGHT TREMAINE, LLP
505 MONTGOMERY STREET, SUITE 800
SAN FRANCISCO, CA 94111-6533

MARIA POLITZER
CALIFORNIA CABLE & TELECOM
ASSOCIATION
360 22ND STREET, NO. 750
OAKLAND, CA 94612

JOSH THIERIOT
PAC-WEST TELECOMM, INC.
1776 W. MARCH LN, STE. 250
STOCKTON, CA 95207

SUSAN LIPPER, SENIOR MANAGER,
GOVERNMENT AFFAIRS
T-MOBILE USA, INC.
1755 CREEKSIDE OAKS DIVE, SUITE 190
SACRAMENTO, CA 95833

JACQUE LOPEZ, LEGAL ASSISTANT
VERIZON CALIFORNIA INC
CA501LB
112 LAKEVIEW CANYON ROAD
THOUSAND OAKS, CA 91362

THOMAS MAHR, VICE PRESIDENT AND
GENERAL COUNSEL
VERIZON WIRELESS
15505 SAN CANYON AVE E305
IRVINE, CA 92618

TERESA M. ONO
AT&T COMMUNICATIONS OF CALIFORNIA,
INC.
525 MARKET ST. 18TH FLOOR, 4
SAN FRANCISCO, CA 94105

MICHAEL B. DAY, ATTORNEY AT LAW
GOODIN MACBRIDE SQUERI DAY &
LAMPREY LLP
505 SANSOME STREET, SUITE 900
SAN FRANCISCO, CA 94111

TERRENCE E. SCOTT
SBC ADVANCED SOLUTIONS, INC.
2623 CAMINO RAMON, ROOM 2C111
SAN RAMON, CA 94583

MELISSA W. KASNITZ
DISABILITY RIGHTS ADVOCATES
2001 CENTER STREET, THIRD FLOOR
BERKELEY, CA 94704-1204

CHARLES E. BORN, MANAGER-STATE
GOVERNMENT AFFAIRS
FRONTIER, A CITIZENS
TELECOMMUNICATIONS
PO BOX 340
ELK GROVE, CA 95759

SHEILA HARRIS, MANAGER
GOVERNMENT AFFAIRS
INTEGRA TELECOM HOLDINGS, INC.
1201 NE LLOYD BLVD., STE.500
PORTLAND, OR 97232

ESTHER NORTHRUP
COX CALIFORNIA TELCOM
5159 FEDERAL BLVD.
SAN DIEGO, CA 92105

MIKE MULKEY
ARRIVAL COMMUNICATIONS
1807 19TH STREET
BAKERSFIELD, CA 93301

YVETTE HOGUE, EXECUTIVE DIRECTOR
AT&T CALIFORNIA
525 MARKET STREET, ROOM 1918
SAN FRANCISCO, CA 94105-2727

JUDY PAU
DAVIS WRIGHT TREMAINE LLP
505 MONTGOMERY STREET, SUITE 800
SAN FRANCISCO, CA 94111-6533

KRISTIN JACOBSON, MARKET ATTORNEY,
CONSULTANT
NEXTEL OF CALIFORNIA, INC.
1255 TREAT BLVD., SUITE 800
WALNUT CREEK, CA 94596

JOSH P. THIERIOT, REGULATORY TEAM
PAC-WEST TELECOMM
1776 W. MARCH LANE, SUITE 250
STOCKTON, CA 95207

MARGARET FELTS, PRESIDENT
CALIFORNIA COMMUNICATIONS ASSN
1851 HERITAGE LANE STE 255
SACRAMENTO, CA 95815-4923

ADAM L. SHERR, ATTORNEY AT LAW
QWEST COMMUNICATIONS CORPORATION
1600 7TH AVENUE, 3206
SEATTLE, WA 98191-0000

ANDREW O. ISAR, DIRECTOR
-STATE AFFAIRS
ASSOCIATION OF COMMUNICATIONS
ENTERPRISE
7901 SKANSIE AVE., SUITE 240
GIG HARBOR, WA 98335

DALE PIIRU
CALIF PUBLIC UTILITIES COMMISSION
TELECOMMUNICATIONS & CONSUMER
ISSUES BRANCH
ROOM 4108
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

FALINE FUA
CALIF PUBLIC UTILITIES COMMISSION
PROGRAM MANAGEMENT &
IMPLEMENTATION BRANCH
AREA 3-E
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

KAREN MILLER
CALIF PUBLIC UTILITIES COMMISSION
PUBLIC ADVISOR OFFICE
ROOM 2103
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

MARY JO BORAK
CALIF PUBLIC UTILITIES COMMISSION
TELECOMMUNICATIONS & CONSUMER
ISSUES BRANCH
ROOM 4101
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

SARITA SARVATE
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
AREA 4-A
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

JOEY PERMAN
CALIF PUBLIC UTILITIES COMMISSION
MARKET STRUCTURE BRANCH
320 WEST 4TH STREET SUITE 500
LOS ANGELES, CA 90013

DANA APPLING
CALIF PUBLIC UTILITIES COMMISSION
DIVISION OF RATEPAYERS ADVOCATES
ROOM 4201
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

JANICE L. GRAU
CALIF PUBLIC UTILITIES COMMISSION
DIVISION OF ADMINISTRATIVE LAW
JUDGES
ROOM 5011
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

LINDA J. WOODS
CALIF PUBLIC UTILITIES COMMISSION
UTILITY & PAYPHONE ENFORCEMENT
AREA 2-A
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

RICHARD SMITH
CALIF PUBLIC UTILITIES COMMISSION
DIVISION OF ADMINISTRATIVE LAW
JUDGES
ROOM 5019
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

JAMES W. HOWARD
CALIF PUBLIC UTILITIES COMMISSION
UTILITY & PAYPHONE ENFORCEMENT
770 L STREET, SUITE 1050
SACRAMENTO, CA 95814

CHRIS WITTEMAN
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
ROOM 5129
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

DENISE MANN
CALIF PUBLIC UTILITIES COMMISSION
TELECOMMUNICATIONS & CONSUMER
ISSUES BRANCH
ROOM 4101
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

JOHN M. LEUTZA
CALIF PUBLIC UTILITIES COMMISSION
COMMUNICATIONS DIVISION
ROOM 3210
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

LINETTE YOUNG
CALIF PUBLIC UTILITIES COMMISSION
CONSUMER PROTECTION AND SAFETY
DIVISION
AREA 2-D
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214

RUDY SASTRA
CALIF PUBLIC UTILITIES COMMISSION
UTILITY & PAYPHONE ENFORCEMENT
AREA 2-D
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3214